

Transportation Demand Management Technical Committee



Meeting Minutes

May 7, 2026
10:00 AM – 12:00 PM

Microsoft Teams

Meeting decisions: None

The mission of the TDM Technical Committee and TDM Executive Board is to improve the quality of life for all Washingtonians by shaping and determining policies that support successful, innovative TDM programs statewide. The purpose of the committee and board is to influence broad TDM goals and targets; inform policy; and elevate the profile TDM can play in advancing collective outcomes around public health, economic vitality, climate change, and supporting thriving communities.

Attendance:

TDM Technical Committee member	Present?
Kerri Woehler, chair	No
Alan Adolf	Yes
Mary Anderson	Yes
Priya Balan	Yes
Angie Coulter	Yes
Greg Garrett	No
Olivia Kahn	Yes
Veronica Jarvis, vice chair	Yes
Eric Jonsson	Yes
Renée Martine	Yes
Ina Percival	Yes
Staci Sahoo	Yes
Nicholas Swan	Yes
Dustin Watson	Yes
LeAnn Yamamoto	No
Joel Barnett (non-voting member)	No
Alyssa Shaw (non-voting member)	Yes

TDM Executive Board member	Present?
Cecelia Black	No
Ken Casavant	No
Christine Cooley	No
Richard de Sam Lazaro	No
Cathy Fazio	No
Jessica Gehle	No
Celeste Gilman	No
Eric Hansen	No

TDM Executive Board member	Present?
Kirk Hovenkotter	No
Ric Ilgenfritz	No
Veronica Jarvis	Yes
Laura Johnson	No
Charles Knutson	No
Julie Meredith	No
Chris O'Claire	No
Karl Otterstrom	No
Travis Phelps	No
Lua Pritchard	No
Matt Ransom	No
Melanie Truhn	No
Ted Vanegas	Yes

Washington State Department of Transportation (WSDOT) staff present: Maya Agarwal, Wren Barulich, Ricardo Gotla, Kelly Lauderdale, Allyson Ruppenthal, Sasha James, Sylvia Crum, Don Chartock, Kendra Trachta, Emily Watts

Welcome:

Meeting convened at 10:00 a.m. by Veronica Jarvis.

Veronica welcomed the transportation demand management (TDM) technical committee, implementers, and partners, and took the roll call of committee members.

Announcements:

Veronica – Welcome Eric Johnsson as a new Employer representative on the committee. Eric is a Transportation Planner with Seattle Children's Hospital. He has been involved with numerous TDM efforts and organizations, including Association for Commuter Transportation (ACT) and the East Link Connections Mobility Board. Eric introduced himself to the committee.

Ricardo – Mary Anderson, one of the committee’s municipality representatives, will be stepping down from the committee. Today’s meeting is her last meeting. We are hoping to have a replacement from the Whatcom region.

Maya – We’ve reorganizing the TDM technical committee website to improve its usability, clarity of information, and navigation. We’ve heard from some of you who have provided feedback on the website, and the reorganized website is live: [Transportation Demand Management – TDM Executive Board and TDM Technical Committee](#). We would like to add a bio and image of each technical committee member. I sent an email last week to request this. I’ve received some; this is a friendly reminder for committee members to please send bio and photo to tdm@wsdot.wa.gov.

Maya – We heard from this committee about the importance of communicating the benefits of commute trip reduction (CTR) and TDM with our communities, legislators, and elected officials. [Benefits of TDM and CTR one-pager](#) is available. It includes statewide data points and, with feedback from our partners, we’ve highlighted some local programs. This is for you to share out with your communities.

Wren – [Public Transportation Conference & Vendor Expo – Washington State Transit Association \(WSTA\)](#), August 10 - 12, Tacoma. We are considering a presentation on collaboration between transit agencies and TDM practitioners. Would any meeting attendees be interested in working with us on this? Please contact us at tdm@wsdot.wa.gov.

We are anticipating a joint event with both the TDM technical committee and TDM executive board at the [Washington State Ridesharing Organization \(WSRO\) conference](#), Sep. 20-22, Wenatchee. Please consider attending the conference.

Allyson – We've heard from you wondering what are my options now that WSDOT is not renewing rideshare online? This also speaks to general procurement too.

The [Washington State Department of Enterprise Services](#) has statewide contracts that leverage the state's collective buying power to help you save money, reduce risk, and streamline purchasing.

Before an organization can use the state's purchasing power, the organization must sign a [contract usage agreement](#). There is no cost to sign a contract usage agreement.

The following are the types of entities eligible to access DES contracts and contracting services:

Washington state agencies

Local Washington governmental entities (city, county, public utility district, school district, etc.)

Higher education institution located within Washington state

Federal government field office located within Washington state

Tribal government located in Washington state

Public benefit nonprofit located in Washington state

A searchable list of Washington State organizations with current contract usage agreements: <https://des.wa.gov/purchase/how-use-statewide-contracts/contract-usage-agreements>.

DES statewide contract [14922](#) (Software Value Added Reseller [SVAR] 2022) offers software such as CommuteHub (RideAmigos) and Luum.

An example of software needs, which would be provided to DES contracting staff for a vendor search:

Ride matching (i.e., carpooling, vanpool)

Trip logging incentives and management

Employer program tools (e.g., employee transportation coordinator dashboard, reports)

Guaranteed ride home

Multimodal information logging (transit, biking, walking, teleworking, etc.)

Outreach/engagement campaigns

A plug-and-play platform

ADA-compliant using Web Content Accessibility Guidelines

[The Municipal Research and Services Center \(MRSC\):](#)

[MRSC Resources for Transit Districts](#) - This page, created for members of the Washington State Transit Association (WSTA), provides an overview of the services and resources MRSC provides for transportation districts in Washington State.

[Procurement & Public Works:](#)

[Purchasing and Contracting](#) - This page provides links to all of MRSC's resources related to purchasing, bidding, and contracting for local governments in Washington State.

[Find Your Contracting Requirements](#) (interactive tool)

Public comment:

Seattle Department of Transportation (SDOT):

“The City of Seattle Department of Transportation would like to speak in support of WSDOT’s continued financial support of RideshareOnline until a suitable replacement can be identified. This is due to implementer feedback requiring a RideshareOnline solution to be found that was shared in 2023 and WSDOT’s lack of action until no solution could be found in 2026.

RideshareOnline is the only statewide vanpool and carpool tool, serving equity priority communities who work non-standard shifts or live and work in areas poorly served by transit. In 2025 and in King County alone, there are over 6,000 registered users of RideshareOnline and over 5,000 ride match searches were conducted. In addition, without RideshareOnline, or a replacement, the Washington State Ridesharing Organization will be unable to run its annual Switch Your Trip Washington campaign which attracted 3,792 participants in 2025.

During the 2024 Seattle Commute Survey, of people who took vanpool over 30% said that time/duration was a top consideration for why they do not drive alone and use vanpool and most self-identified survey respondents identified as non-white. With the Seattle region being served by multiple vanpool agencies for a large commute shed from Pierce, Snohomish, Kitsap, King and counties farther afield, RideshareOnline is the only all-inclusive tool that lists all vanpool and carpool options coming into the city. These are also communities at risk of turning to drive alone modal choices because vanpool offers the only opportunity to get where they need to go in a timely way without driving alone.

Removing RideshareOnline also directly conflicts with the City of Seattle’s Transportation Equity Framework that calls for removing ‘Barriers to Transit.’ Removing RideshareOnline instead *erects* barriers to an affordable transportation option – all due to poor planning and a feedback process that was not followed nor used since 2023.

WSDOT’s own four-year 2025-2029 State Commute Trip Reduction plan also supports continued investment in RideshareOnline or finding a replacement. Identified WSDOT 4-year CTR plan actions such as ‘maintain and advance knowledge of and access to CTR resources among affected jurisdictions and their worksites,’ ‘improve effectiveness of technology used to support CTR’ and ‘maintain and evaluate data collection tools and

analytics to lower the drive-alone rate' have been effectively ignored as part of this process.”

Washington Public Transportation Plan update – Coby Zeifman

Coby provided a [presentation](#) on the WSDOT Public Transportation Plan Update, and shared the [project website](#). Group discussion:

Question: How does this plan align with other statewide plans? How do we bring tangible meaning to these planning and policy documents?

Answer: WSDOT has a group (including planners, engineers, designers, and budget staff) that will meet regularly to ensure that there is alignment among WSDOT's plans. We have also talked internally about convening a multidisciplinary, collective body; this is a challenging endeavor. For the time being we are looking at how to affect change on our end and have accountability among things we can control.

Question: How do we develop frameworks and tools to help assess and refine our decision making and how do we measure against that? How do you respond when the community points out that there is a gap? How do we implement in an iterative way, develop tools and processes, and help communities engage for transparency?

Answer: We will apply lessons learned from the previous Public Transportation Plan, but we have just begun to scratch the surface of this question. We can say now that this is a statewide plan to be used by policymakers who can identify gaps. The plan's audience is statewide decision makers, especially those who are involved in statewide level public transportation funding. This document will provide support for additional public transportation funding. Additionally, our community outreach is designed as a circle, where we ask not only about the upcoming plan, but also about the last one.

Question: In previous Public Transportation Plan the definition of public transportation was any mode that is not single occupancy vehicle. This means that one person driving their child to school meets the definition of public transportation and carpool. Will the updated plan revise this definition?

Answer: No. The reason for that definition is that a community might have one van, or one medical transportation van. Per our grants program these are providing public transportation services. The case of the person driving their child to school is the exception rather than the rule.

Comment: Many years ago, King County Metro had a planning meeting. We gave feedback at the meeting, and at the following meeting they brought a diagram outlining all the feedback they heard. I felt this was very positive.

Comment: Engagement is at local level. Sometimes what people really need is a connection with the local transit agency mobility manager; these are the ones who can make local change. For the handoff to a transportation decision maker to work, we must make sure the local transit agency, which makes local transit decisions, is connected to the planning process.

Response: We're also sharing the input we received with other planners at WSDOT so they aren't asking the same questions of the same communities.

Comment: Once you get outside the transportation tax district you are left with volunteer/community-based organization transportation options. It's hard to find public transportation that operates in these spaces. For some of these rural areas who are not within the boundaries of local transit providers this is a huge gap.

Response: Yes, this Washington Public Transportation Plan update will communicate the needs at a statewide level.

Legislative budget check-in – Veronica Jarvis

Veronica shared that the current legislative session is complete, but she wanted to provide some information on where to find about budget reporting. Veronica provided a tutorial on finding two reports that would be useful for CTR/TDM practitioners: enacted budget and project list report. Relevant links:

[Transportation Budget Main](#)

[Transportation Budget Reports: 2026 Supplemental Transportation Budget: Summary Comparison Report](#)

[Transportation Budget Reports: Supplemental Transportation Budget: Agency Detail Report](#)

TDM Executive Board evolution – Wren Barulich

Wren shared a [presentation](#), and recommendation for the executive board's evolution: pilot combined TDM technical committee and TDM executive board meetings. We will also take this recommendation to the executive board at their meeting on May 21.

Implementers' open forum – Veronica Jarvis, All

The purpose of the open forum is to give implementers and partners an opportunity to share:

Issues, challenges, other relevant matters

Announcements

We would love to see employee transportation coordinators (ETCs) at [Washington State Ridesharing Organization \(WSRO\) conference](#). A reminder that grants/scholarships could be a source of funding for ETC attendance.

We should hold time during technical committee meetings to discuss Rideshare Online. The technical committee's purpose is to solve technical problems and I would like to see us leverage time on the agenda to address this.

[Community Transportation Association of the Northwest \(CTANW\) Summit](#) is coming up May 18 and 19, Leavenworth, WA.

Meeting adjourned at 11:39 a.m.

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